



## JOB DESCRIPTION AND REQUIREMENTS

FOR

### MARKETING ASSOCIATE

Did you know that concrete is the most widely used material in the world, critical to civilization and that it produces 8% of greenhouse gases?

- Would you be excited to work for a company that invented the online systems to measure carbon for concrete and that already provides systems to 1,000 concrete plants worldwide, enabling them to measure and manage their path to net zero carbon emissions?
- Do you have proven marketing skills that have helped software companies grow market share and revenues?
- Are you ready to learn about advanced software solutions and the automation of carbon measurement with environmental product declarations for the concrete industry?

If you answered yes to all of the above, we'd love to talk to you!

#### **Objectives of this role:**

You will be a key member of a growing team and fill a key strategic position reporting to the Director of Marketing. You will be helping to enhance our marketing efforts and supporting Climate Earth's strategic marketing plan with the overall goal of growing our customer base and market share and expanding our impact as a thought leader.

You will liaise internally with cross-functional internal teams (including Customer Service and Product Development departments) to ensure our marketing messaging is accurate, comprehensive and engaging.

Join us and make a significant impact on our company's success in reaching our target audience and driving business growth.

#### **Responsibilities:**

As a Marketing Associate, you will play a crucial role in delivering Climate Earth's marketing program to the global concrete industry. You will help shape the marketing program with research and customer analysis to drive effective strategies. You will actively contribute to achieving our business objectives through the development and implementation of impactful marketing campaigns through our website, webinars, trade shows, press releases and social media.

Specific responsibilities include:

- Conduct market research to identify new opportunities
- Gather and analyze customer demographics and behavior data (e.g. web traffic and rankings)
- Assist with organizing promotional events; including webinars and trade shows
- Collaborate with the Director of Marketing in creating announcements, press releases and promotional materials for website, webinars, eBlasts, social media (LinkedIn and X) and trade shows
- Assist with keeping our website current and relevant

- Assist with developing and maintaining our online user community forum/platform
- Create reports on marketing and sales metrics, such as lead generation sources and conversion rates
- Keep organized records and scorecards of marketing metrics and results of past campaigns
- Monitor and report on competitors' marketing activities
- Develop and maintain a strong understanding of Climate Earth's EPD (environmental product declarations) generators and business intelligence products for ready mix, block, and cement
- Develop and deliver engaging promotional materials with input from the Director.

#### **Requirements:**

- 1-3 years proven work experience as a Marketing Associate, Marketing Assistant or similar role
- BS degree in Marketing or relevant field
- Knowledge of marketing digital tools and techniques
- Solid computer skills, including: WordPress, Box, Zoom, MS Excel, Canva, MailChimp, email design applications and web analytics
- Strong analytical skills with a goal-oriented attitude
- Proficiency in creating and analyzing spreadsheets and quantitative data is essential for interpreting key metrics
- Team player who possesses strong interpersonal, written and oral communication skills
- Creative problem-solver with ability to multi-task, manage multiple projects and meet deadlines in a fast-paced environment
- Self-starter with a sense of humor and positive, can-do professional demeanor
- Ability to travel 10-15% to assist with trade shows and other promotional events as required.

#### **Salary and Benefits:**

This is a part-time (20 hours/week), remote work position that will require occasional travel. Our benefit package includes healthcare and a company matched 401K retirement program. Salary ranges \$26,000 to \$31,000, depending on your background and experience for this part-time position.

#### **About Climate Earth:**

Climate Earth has a strong team oriented and collaborative work environment. We work hard and we get things done. We are excited about sustainability and making a significant difference by giving the concrete industry the tools they need to measure and manage carbon reductions.

Climate Earth is the leading provider of cloud-based EPD solutions for the concrete industry. Utilizing the Climate Earth EPD Generator™, our customers have generated over 60,000 ready mix and block EPDs through their ~1,000 plants around the world. We create business friendly applications that help our customers grow and thrive in the low carbon construction market. Our application focus is on measuring and managing embodied carbon, speeding low carbon mix design innovation and helping producers market their low carbon concrete solutions. Our products include: EPD Essential and EPD Advantage Ready Mix EPD Generators, the CMU EPD Generator, and the Cement EPD Generator. Our Project Builder and Concrete Designer platforms round out our product suite by providing advanced marketing and EPD data analytics.

#### **To apply:**

Submit your resume and cover letter to [recruiting@climateearth.com](mailto:recruiting@climateearth.com). Applications will be reviewed on a rolling basis until the position is filled.

Note that we do not accept phone calls, drop-ins, or hard copies. [climateearth.com/company/careers](https://climateearth.com/company/careers)